



Frequently Asked Questions (FAQ)

Salesforce Marketing Cloud Administrator

<https://osf.academy/sfmc-admin>

What is the training offer from the OSF Academy SFMC Administrator?

OSF Digital is organizing this training for people wanting to become administrators specialized in Salesforce Marketing Cloud (SFMC) technology.

What is learnt in the SFMC training?

During the training you will learn:

- The fundamentals of SFMC
- The main SFMC Studios (main concepts of email, mobile, advertising, audience builder, web and automation studios)
- Marketing automations. Discover the full potential of automated Marketing Journeys with an entire module on the SFMC Journey Builder

Which technical background shall I have as an applicant?

A specific technical background is not strictly required, but having certain foundational skills can significantly enhance the learning experience and effectiveness in using the platform, such as familiarity with the fundamentals of digital marketing and with email marketing principles, and also understanding of database concepts. Having a basic understanding of database concepts and receiving minimal training in HTML and CSS can also be beneficial.

How does the training work?

Online learning. OSF Academy provides an online self-learning opportunity, which means you can learn in your own time and schedule.

Hands-on activities. Weekly exercises have been thoughtfully crafted to cover the theoretical concepts, which are also organized by weeks. This structure allows students to work in an organized manner without feeling overwhelmed.

Trainer support. Your journey involves the support of a trainer who will accompany you throughout the process. The trainer will help address any questions or issues you may have, ensuring clarity and understanding.

Which is the support provided by the trainer?

Scrum meetings. Our trainers organize 1 to 2 scrum meetings every week to discuss the main blockers, best practices, next steps and get each student's progress updates. You can also reach out to your trainer at any time through Slack or email if you have any doubts regarding the homework requirements or format. Remember, there are no "stupid" questions, and asking questions is an essential part of the learning process.

How much time do I need to dedicate to this course?

The course duration is 4 weeks, with an estimated 80 hours of study. **This means approximately 20 hours per week.** Even though the training offers flexibility for organizing your study routine, it's crucial to confirm that your schedule allows for ample participation and commitment.

Which are the tests during the course?

There's one test waiting for you at the end of the journey, covering the acquired concepts you've learned. The training might involve different types of tests based on the chosen strategy, but you will always be notified in advance by the trainer.

Which are the requirements for obtaining OSF Academy Certificate?

Students are expected to submit weekly challenges, including practical activities, and take the test at the end of the training. Also, they must achieve a minimum overall average of 7 based on the trainer's evaluation. You will receive feedback via email after completion of the training program, indicating whether you qualify for certification or did not meet the requirements for certification.

When is the evaluation of the participants done?

OSF trainers will do the evaluation of the participants within two weeks after the course is finished. Based on the trainers' evaluation, we issue the Certificates for people performing well in the Academy.

What type of certificate is awarded after completing the OSF Academy?

OSF Digital certificate attests that you've successfully completed our training and now have the basic knowledge to work in the Marketing Cloud field.

Will I still have access to the platform after completion?

No. Platform access ends on the last day of training.

Can I enroll in another learning program after completing the course?

Of course! We offer the opportunity to embark on multiple journeys, not just one. Feel free to enroll in the other courses from OSF Academy, but please note that availability will now be dependent on our available slots. We prioritize first-time learners to ensure that everyone has an equal opportunity.

If, for any reason, I am unable to continue the training, what steps should I take?

Please, send an email to your trainer to inform that you are facing challenges that are impeding your progress in the training. We would greatly appreciate it if you could provide us with timely information regarding this situation.

How can I apply for this program?

You shall apply online by submitting your Resume and filling the form available on our landing page: <https://osf.academy/>

Which is the selection process?

After receiving your application, we will analyze the information provided. If everything appears to be in order, we will proceed to send you an online test to assess your English skills. If you successfully pass the test, our HR team will contact you to arrange a brief discussion.

Which are the technologies used for communication with OSF Digital's trainers?

Stay connected with your trainer via e-mail and Slack.

Slack. Slack is a messaging app for businesses that connects people. You will be in touch with all the students in your group and your technical trainer throughout your journey. There will be a specific channel for your academy group where you can discuss learning materials, difficulties, and so on!

What should I do if I don't receive the emails with the invitations to the Slack tool and learning platform?

Make sure to check your SPAM folder. If not found, email your trainer or HR contact.

Whom to contact if I have more questions after the training?

Send an email to: academy@osf.digital

Which are the benefits of finalizing the training from OSF Academy as a Salesforce Marketing Cloud Administrator?

These are the key benefits for the graduates of this course:

- OSF Digital Certificate of Program Completion
- Become a junior Marketing Cloud administrator after 4 weeks of training. You get prepared for the opportunities on the market of Marketing Cloud

Do you have any question? Write us at:
academy@osf.digital

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